



ALBERTO MORELLO

MARKETING MANAGER & DIGITAL MARKETING EXPERT

BIO

Class of '96, passionate about social strategy and viral ads. I enjoy turning complex problems into simple and innovative solutions. Thanks to my humanistic education, I know and fully capitalize on interpersonal communication to connect with customers and offer them the best solutions. I have recently begun to approach the world of AI, fully grasping its potential, which already allows me to master all the tools currently released, i can successfully tailor targeted prompts to achieve any business purpose.

EDUCATION

SOLE 24ORE BUSINESS SCHOOL

MASTER DIGITAL MARKETING STRATEGY | 2020 - 2021

CATHOLIC UNIVERSITY OF MILAN

Master's Degree Business Psychology: HR, Marketing, Communication | 2018 - 2020

UNIVERSITY OF PALERMO

Bachelor's Degree Psychology | 2015 - 2018

CONTACTS

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WORK HISTORY

BRAND MARKETING MANAGER

Somec Group S.p.a
| 05/2023 - in progress

Managing marketing, communications, global events and social media of a corporate division.

website: somecgruppo.com

MARKETING MANAGER

Pizza Group S.r.l - L.L.C.
| 04/2022 - 05/2023

website: pizzagroup.com | pizzagroupusa.com

DIGITAL PROJECT MANAGER | DIGITAL MARKETER & SOCIAL MEDIA STRATEGIST

CORE Comunicazione
| 06/2021 - 04/2022

website: corecomunicazione.com

CO-FOUNDER | ACCOUNT & SOCIAL MEDIA MANAGER

GASH - Gain and Share
| 03/2020 - 04/2022

website: gash.landenc.co

SOCIAL MEDIA & DATA MANAGER

Consorzio ARCA - Incubator University of Palermo
| 10/2017 - 04/2018

website: www.consorzioarca.it

RECEPTIONIST | PR | SOCIAL MEDIA MANAGER | EVENT PLANNER

Hostel Downtown, Prague, Czech Republic
| 05/2015 - 09/2015

NOTABLE SKILLS

Teamwork allows me to reach my full potential. Due to my multiple experiences of studying and working around the world, I can handle **English excellently** and integrate and interact easily with different cultural backgrounds. I am practiced in creating **wordpress sites** and out of passion I really enjoy analyzing web and social insights. I enjoy **public speaking** and I love to create innovative **presentations**, thanks to a long experience in scouting I have learned how to live and **collaborate in groups** respecting each others roles to achieve a common goal.

I authorise the processing of my personal data pursuant to Legislative Decree no. 196 of 30 June 2003 "Personal Data Protection Code".



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IF YOU WANT TO KNOW MORE
ABOUT ME, HERE IS A SERIES
OF TASKS THAT I ACTUALLY
DO IN MY DAILY LIFE.

I CAN BE USEFUL TO YOU IN:

- Developing **communication strategy** and defining an operational marketing plan in line with business objectives
- Planning and coordinating communication and **social media** marketing **strategies** over the short, medium and long term
- **Management of budgets**, internal staff and external collaborators with a view to adding to corporate objectives
- Organization and coordination of **events and exhibitions**, participation in trade fairs
- Supervising the **production of all content** (including photography and video), whether digital or printed
- Managing **copywriting** for all online and offline media, with a strong focus on storytelling and corporate tone of voice
- Management of the **editorial plan** and monitoring of the company's social and digital channels (Facebook, Instagram, YouTube, LinkedIn, Mailchimp, Website)
- **Press office** activities and mediaplanning on trade magazines
- **Brand awareness** development, online reputation management, community and page moderation
- **Scouting and managing ambassadors**, influencers and testimonials or collaborators
- Drafting and analyzing **reports** related to various activities

HAVE YOU LOOKED AT MY PERSONAL [WEBSITE](#) YET?

I COULD TELL YOU MORE ABOUT ME, BUT AT THIS POINT IT'S BETTER TO GET TO KNOW EACH OTHER!

